

Message Text

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FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 2582

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UNCLAS BOGOTA 12387

E.O. 11652: N/A

TAGS: BEXP, CO, AFSP

SUBJECT: IX INTERNATIONAL FAIR OF BOGOTA, JULY 10-25, 1976

REF: STATE 261487

1. EMBASSY APPRECIATES COMMERCE/STATE ASSISTANCE OF \$12,450 FOR FAIR, DUE TO A DIFFERENT ARRANGEMENTS IN 1976 BETWEEN EMBASSY AND FAIR FOR SHARING MAINTENANCE, DECORATION, AND ADMINISTRATIVE COSTS, THE BREAKDOWN ESTIMATES PRESENTED IN BOGOTA'S AIRGRAM A-81 OF 7/10/75 ARE NO LONGER ACCURATE. SOME ITEMS WILL SHOW DROPS IN COST TO EMBASSY (E.G., FACADE, INFORMATION/RECEPTION AREA, BUSINESSMEN'S LOUNGE), WHILE OTHERS WILL SHOW INCREASES (E.G. GUARD SERVICE, CENTERPIECE SPACE, BOOTH FURNISHINGS). LATEST ESTIMATE OF REQUIREMENTS IS AS FOLLOWS:

BUSINESSMEN'S LOUNGE	\$2,500
INFO/RECEPTION AREA	1,000
BOOTH FURNISHING AND	
PAVILION DECORATIONS	3,700
CENTERPIECE SPACE RENTAL	2,500
GUARD SERVICE	2,750
TOTAL	\$12,450

EMBASSY REQUESTS THAT BUDGET AUTHORIZATION TO BE ISSUED BY COMMERCE COVERING 50 PERCENT OF THE ABOVE, INCLUDE AUTHORITY TO REPROGRAM WITHIN THESE CATEGORIES WHEN ACTUAL EXPENSES BECOME FIRM. THE REMAINING 50P/C WILL BE INCLUDED IN STATE PROGRAM INCREASE/DECREASE STATEMENT DUE IN JANUARY 1976.

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2. EMBASSY IS CONSIDERING MOUNTING A BOOTH OF APPROXIMATELY NINE SQUARE METERS TO PUBLICIZE USDOC AND EMBASSY COMMERCIAL SERVICES (TOP, FOREIGN BUYERS GROUPS, ETC). WOULD APPRECIATE ANY SUPPORT FROM COMMERCE/STATE TO DEFRAID RENTAL/ADMINISTRATIVE COSTS OF BOOTH, ESTIMATED AT \$60 PER SQUARE METER,

3. EMBASSY HAS BEGUN TO RECEIVE PARTICIPATION CHECKS FROM EXHIBITORS. AT PRESENT, ALL FAIR FINANCES ARE BEING HANDLED THROUGH PAVILION CHECKING ACCOUNT AT LOCAL BRANCH OF FNCB.

4. EMBASSY UNDERSTANDS THAT EQUIPMENT EXHIBITED MUST BE ONE-THIRD U.S. VALUE, OR MANUFACTURED BY FIRMS WITH ONE-THIRD U.S. CAPITAL. A FEW PROSPECTIVE EXHIBITORS HAVE INQUIRED WHETHER ALL EQUIPMENT EXHIBITED MUST FIT THESE CRITERIA. SPECIFICALLY, CABARRIA LTDA., ONE OF THE LARGEST EXHIBITORS IN 1974 U.S. PAVILION IS CONSIDERING SPACE RENTAL OF UP TO 150 SQUARE METERS FOR DISPLAY OF PLASTICS WORKING EQUIPMENT. WHILE APPROXIMATELY 70 PERCENT OF THEIR EXHIBITED EQUIPMENT WOULD BE WHOLLY U.S. VALUE, AND 15 PERCENT MANUFACTURED BY U.S. SUBSIDIARIES, THEY WISH TO EXHIBIT ABOUT 15 PERCENT U.K. AND CANADIAN EQUIPMENT. PLEASE ADVISE ASAP WHAT, IF ANY, FLEXIBILITY EXISTS IN THIS MATTER.

5. PLEASE POUCH 75 ADDITIONAL PARTICIPATION AGREEMENT FORMS (USDOC FORM 1A-444).
VAKY

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